THE MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI MAHABIR PRASAD): (a) to (c) After the provisions of the amended KVIC Act coming into force on 15th May, 2006, the post of Chief Executive Officer (CEO), KVIC fell vacant on 31st May, 2007 on superannuation of Shri C. Chandran. On the same day the charge of CEO, KVIC was entrusted to Shri Pravir Kumar, Joint Secretary, Ministry of Micro, Small and Medium Enterprises, in addition to his own responsibilities. Presently Shri J.S. Mishra is working as regular CEO, KVIC since 30 July, 2007.

Khadi as a Global Brand

2719. SHRIMATI N. P. DURGA: Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) what efforts his Ministry, is making to make Khadi a global brand;

(b) whether it is a fact that some States like Rajasthan are making efforts to make Khadi a global brand;

(c) if so, the details thereof;

(d) whether any help from NIFT is proposed to be taken to achieve the above objective;

(e) if so, the details thereof; and

(f) if not, the reasons therefor?

THE MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI MAHABIR PRASAD): (a) The following efforts have been made in the direction of creating a global image for khadi and village industry (KVI) products:

(i) Three registered brands are being used by the Khadi and Village Industries Commission (KVIC), exclusively for products under the purview of KVI sector:

- Khadi Brand: Mainly for premium and export oriented products.
- Sarvodaya Brand: Products for consumption of middle and lower income group.
- Deshi Aahar: For organic food items.

(ii) KVIC takes part in international trade fairs and exhibitions where, branded products, including khadi items, are widely exhibited. Delegations of Export oriented Units/Institutions registered with KVIC/State/Union Territory Khadi and Village Industries Boards (KVIBs) are also provided financial assistance to participate in the international exhibitions. During 2006-07, KVIC took part in 5 such exhibitions.

(iii) For promotion of export of khadi and village industry products, KVIC provides cash incentives to the registered, exporting institutions and individual entrepreneurs at the rate of 5 per cent of the free on board (FOB) value of exported items.

(iv) As quality improvement is a prerequisite for enhancing the export avenues, initiatives have also been taken in this direction. The quality improvement in khadi is ensured by preparing a quality manual and also through arranging tie-up with the Textiles Committee, a statutory autonomous body set up by the Ministry of Textiles under the Textiles Committee Act, 1963, to make available their laboratory infrastructure for checking quality of khadi cloth. Interfaces were also established with reputed Research and Development (R&D) institutes to extend results of their R&D efforts to KVI units.

(v) In order to streamline the export of KVI products, during December; 2006, the Government (in the Ministry of Commerce and Industry, Department of Commerce) has conveyed the approval of the competent authority granting the deemed Export Promotion Council (EPC) status to KVIC and has decided to extend assistance to KVIC on the pattern of an umbrella EPC like Federation of Indian Export Organisations (FIEO). With the grant of EPC status to KVIC, its proposals for participation in International Fairs, organising 'Buyers Sellers' Meets (BSMs), etc., would be approved, as per admissibility under Market Development Assistance (MDA)/Market Access Initiative (MAI) guidelines. The objectives for providing deemed EPC status to KVIC include enhancing the image of KVI products abroad as high quality products, organising BSMs in India and abroad to promote interaction between potential buyers and suppliers, ensuring genuineness of products and setting quality standards for export oriented KVI products.

(b) and (c) The export oriented units under the purview of KVIC are spread throughout the country, including Rajasthan. An exporters-buyers and sellers meet was organized by KVIC at Jaipur in Rajasthan during January, 2007, which was attended by representatives of various export associations and various KVI products having export potential were displayed. According to the details available with KVIC, the Government of Rajasthan has engaged a fashion designer of international repute for imparting modern techniques for the development of khadi fabric and also for providing latest and new design inputs. The Government of Rajasthan had organised a fashion show to encourage spinners and weavers in the State to produce export-oriented khadi fabric and also announced assistance for renovation of old khadi bhandars/bhavans mainly in order to attract the tourist visiting the State. Rajasthan contributes to the export of various KVI products like marble stone handicrafts, wooden handicrafts, handmade paper products, etc. The State/Union Territory-wise details of the exporting KVI institutions and items of the export, are given as a Statement *(See* below).

(d) and (e) KVIC has launched 'Mission Khadi' to convert the khadi fabric into ready-made garments of latest designs and the help of National Institute of Fashion Technology (NIFT), Chennai (Tamilnadu) and NIFT, Kolkata (West Bengal) is being taken for identification and procurement of appropriate machinery for projects under 'Mission Khadi', recommendation of expert designers required for the units, training of people engaged in such projects, etc.

(f) Does not arise.

Statement

State/Union Territory-wise details of the exporting KVI institutions and items of the export

SI. No.	State/Union Territory	Name of the institution	Description of items
1	2	3	4
1	Maharashtara	Shri Mahila Griha Udyog Lijjat Papad	
		Handmade Paper Institute, KB, Joshi Road, Shivaji Nagar, Pune	Handmade Paper
		Pragati Bahuudeshiiya Sanstha Pulgaon, Wardha	Honey
2	Tamil Nadu	Manpad Women workers palmleaf Industrial cooperative Society Ltd.	Palmleaf products
		M/s Pulicat women palm leaf cane and bamboo and allied products workers Ind. Co-op society ltd. Pulicat-601205	Palmleaf products
		M/s Self Help Association for Rural Education and Employment, 2 Christine Mathews Memorial complex TB. Sanatorium, Vellore-632011	Palmleaf products, Baskets and Decorative items
3	Karnataka	Kirti papers Pvt. Ltd. Plot No. 16, Tarihar Gokul Road, Hubli	Handmade Paper products
		Sandur Kushala Kala Kendra, Sandur-583119	Embroidery items
		Sahyadri Paper Pvt. Ltd. Banvasi Road, Sirsi	Handmade Paper products
4	Haryana	Khadi Niketan, Dujana Distt. Jhajjar, Haryana [Export office at C-91/7, Wazirpur Ind. Area, - Delhi-110052]	Handmade Paper products, khadi
5	Madhya Pradesh	Leather Handicraft, Indore	Leather Handicraft
6	Punjab	Raj Gramodyog Samiti, *2* Doctors enclave Stadium Road, Patiala	Handmade paper

1	2	3	4
7	Rajasthan	Santosh Arts, 19, Durga Vihar,	Marble Stone
		Pal Link Road, Jodhpur	Handicrafts
		M/s Shakti Art and Crafts A-865, 4th Phase Boranada Indl. Area Jodhpur-342001	Wooden Handicraft
		Handmade paper and Board	Handmade Paper
		Industries Gramodyog Road. Sanganer, Jaipur	products
		A.L. Paper house, Sanganer,	Handmade Paper
		Jaipur	products
		Kagji Industries Sanganer	Handmade Paper
		Jaipur	products
		P.G. Handmade Paper Udaipur	Handmade Paper
		(Rajasthan)	products
8	Puducherry	M/s. Sri Aurobindo	Converted Stationery
		Handmade Paper, No. 50, S.V. Patel Salai, Pondicherry-605001	products
9	West Bengal	Diamond Silk Khadi society Sujapur, Malda	Silk saree
		Chandrakanta Lalit Mhan Resham	Silk and muslin
		Khadi Samiti, Khagra, Murshidabad	Khadi
10	Kerala	Nova Engineering III/489B, P.O.	Machine
		Chittilapilly, Trichur	
11	Andhra	Ekasila Handmade paper, 2-10-1471	Handmade paper
	Pradesh	Jyoti Nagar, Dist. Karimnagar	
		Asian Aromatic Oil Ind.	Aromatic Oil
		M/s. Surya Khadi Printers	Embroidery Items
		Aryavatnam East Godavari	
12.	Uttar Pradesh	Pavan Putram HMP unit, Kalpi, Dist. Jalaun	Handmade paper
13	Dadra and	Balaji Industries Gala no. 103,	Round cloth container
	Nagar Haveli	Everest tiles compound 18,	and Jewelry pouches
		Ind. Area Piparia, Silvasa	
			Camera pouches